

# **First-Class Mail Focus Group – Product Development**

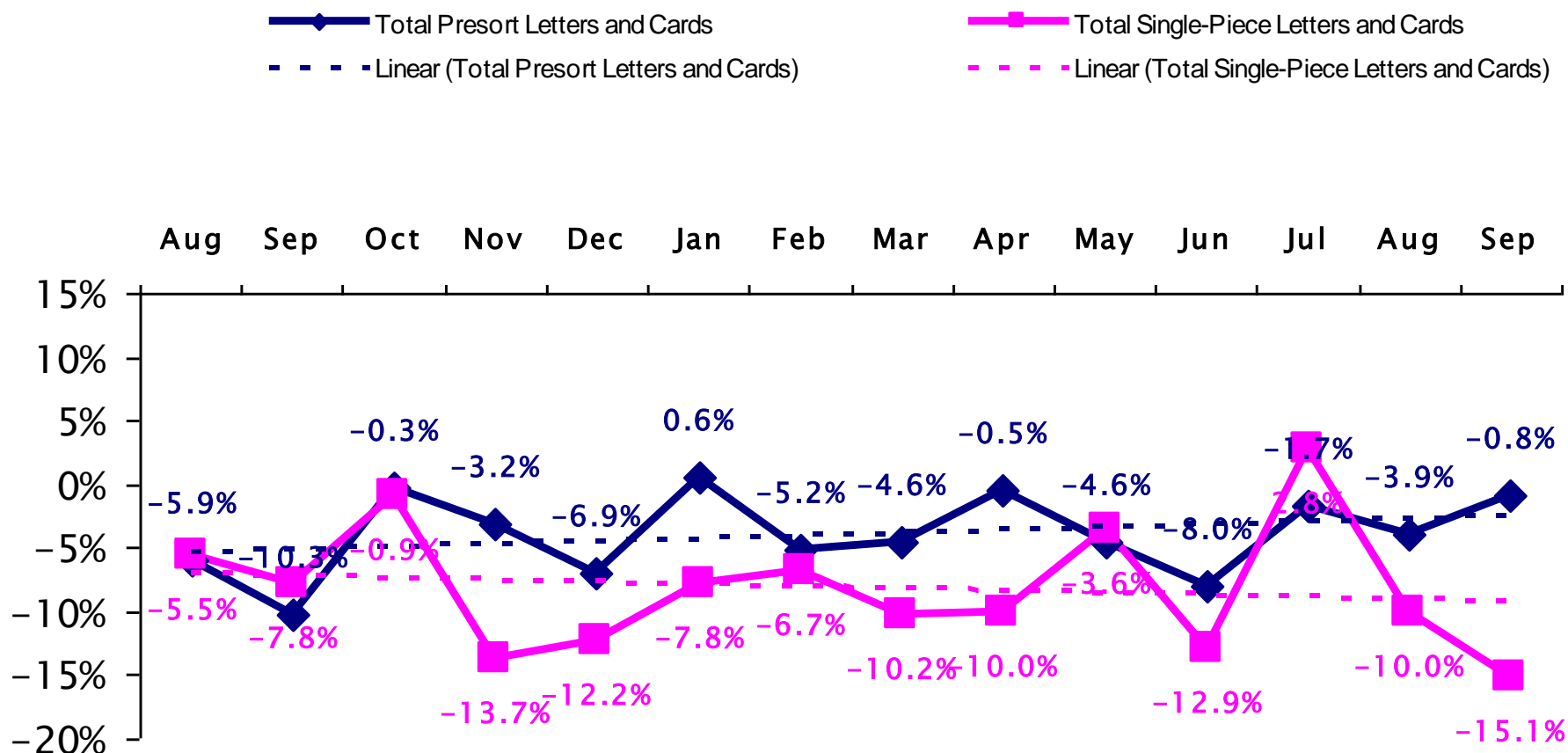
**MTAC**

**November 20, 2013**

- **Pulse of Industry**
- **Commercial Single-Piece**
- **Alternate Postage Update**
- **Promotions**
  - **2013 Promotions Calendar Update**
  - **2014 Promotional Calendar Update**
- **Open Discussion**

## ■ USPS/Industry

## First-Class Mail Volume (% Change over SPLY)



# **Commercial Single-Piece**

- **First-Class Mail Letters Residual Mail changes for January 2014:**
  - **Blended rate for combining 1 oz and 2 oz pieces**
  - **Option to separate pieces by weight and pay prevailing Single-Piece prices at the new meter price**
  - **Meter Rate can be used for residuals except when using the blended rate**
- **Task Team 21 reviewed and clarified eligibility and acceptance processes**

**What is it? The “Meter Rate” is leading to confusion  
but this is what it covers;**

- **Proposed Meter Rate is available for all Single-Piece mail, whether mailed at retail or as residual in a commercial mailing**
- **Available for meter, permit imprint, precancelled stamps, PC postage**
- **Existing requirements for Single-Piece mail remain unchanged**
- **For permit imprint mailings, the minimum piece requirement of at least 200 pieces remains**

# **Alternate Postage Update**



# Creating a New Opportunity for the Mail

**Alternate Postage Payment: An easy, convenient way to send single-piece First-Class Mail® – letters and postcards – without a stamp or postage affixed**

## **How does it work:**

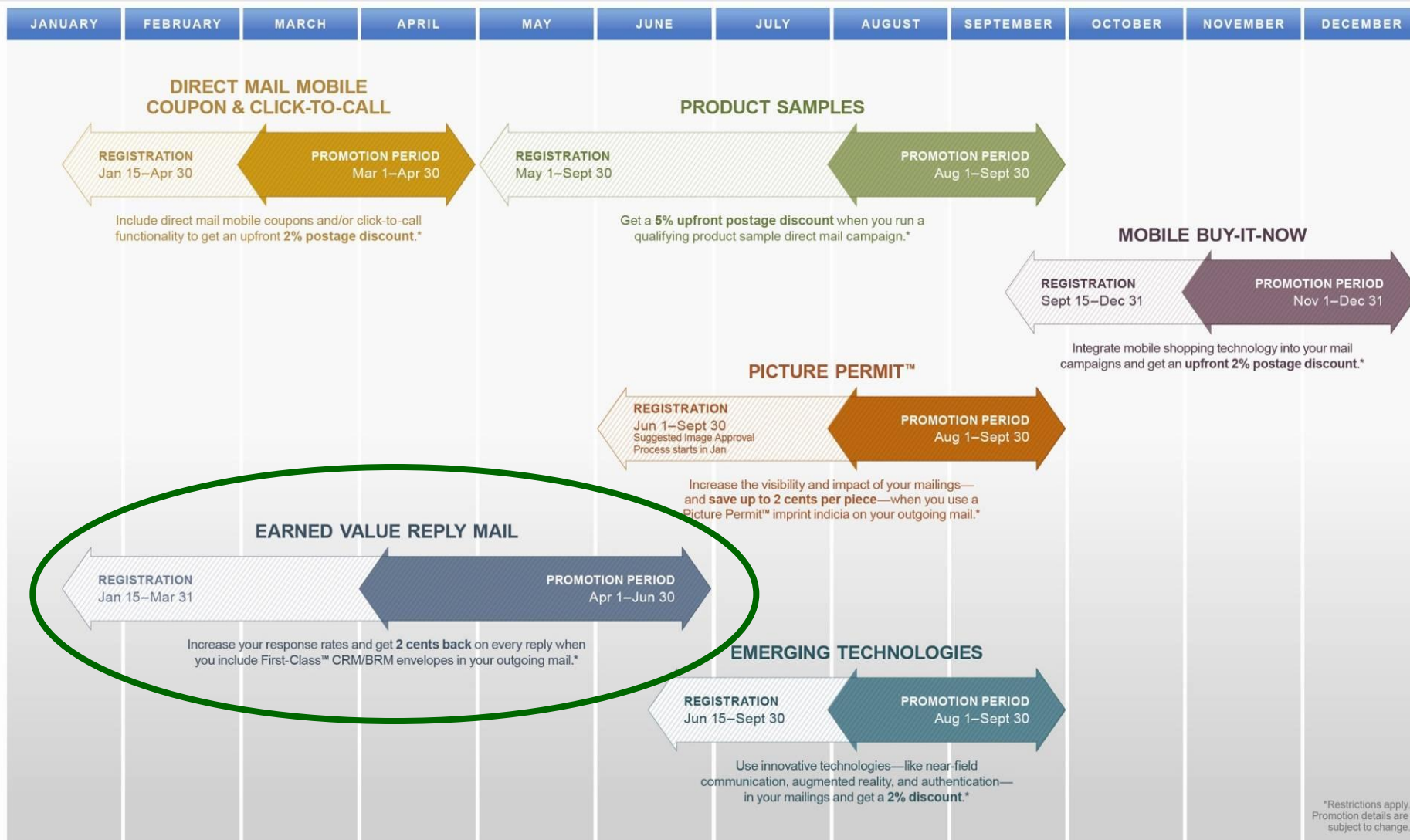
Alternate Postage Payment relies on Intelligent Mail® technology:

- Sent from anywhere and charged back to a company
- Identifies and scans each unique mail piece as it moves through the postal system
- Counts the mailpieces during normal mail processing
- Uses the mail piece counts to debit the company's Centralized Automated Processing System (CAPS) account.
- **Filed with PRC:** November 5, 2013
- **Target Launch Date:** January 2014

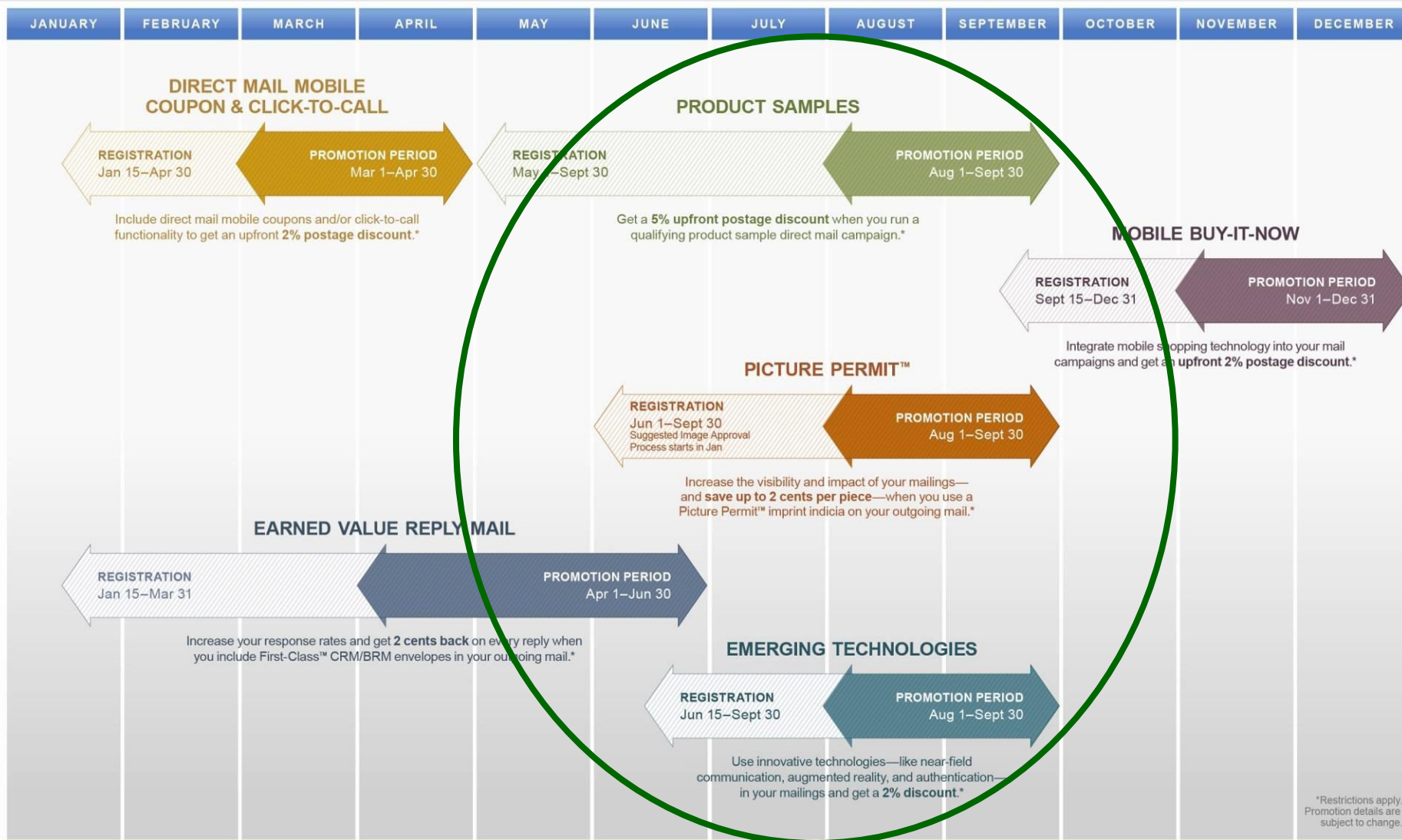
**Pending PRC approval**



# **2013 Promotions Calendar Update**



- **Customers earned about \$10.7 million in credits**
- **68% of acquired credits have been used:**
  - **70% for FCM mailings**
- **Customer Survey Results**
  - **277 responses (114 MSPs, 163 mail owners)**
  - **63% had never participated in a promotion**
  - **65% enrolled to reduce mailing costs**
  - **Approx. 10% increased outgoing reply mail pieces as part of the promotion**
  - **One third said they would increase their mail volumes due Earned Value credit**



\*Restrictions apply. Promotion details are subject to change.

## Emerging Technologies Promotion

- **August 1- September 30**
  - Approximately 90 participants
  - Over 1 billion mailpieces qualified for promotion
  - Over \$4.5 M in discounts
  - 8% of eligible Standard Mail volume received the discount
  - Very little participation in FCM
  - Most participants used Augmented Reality
  - Customer surveys being completed





## Product Samples Promotion

- **August 1- September 30**
  - 520k mailings received discount
  - Over \$500,000 in discounts
  - 14% of total marketing parcel volume received discount
  - Limited customer participation
    - Promotion timing & production time made it difficult customers to plan participation
    - eVS constraint
  - Mailers who did participate used the savings to mail more volume
  - Expect additional insights from surveys being completed this month

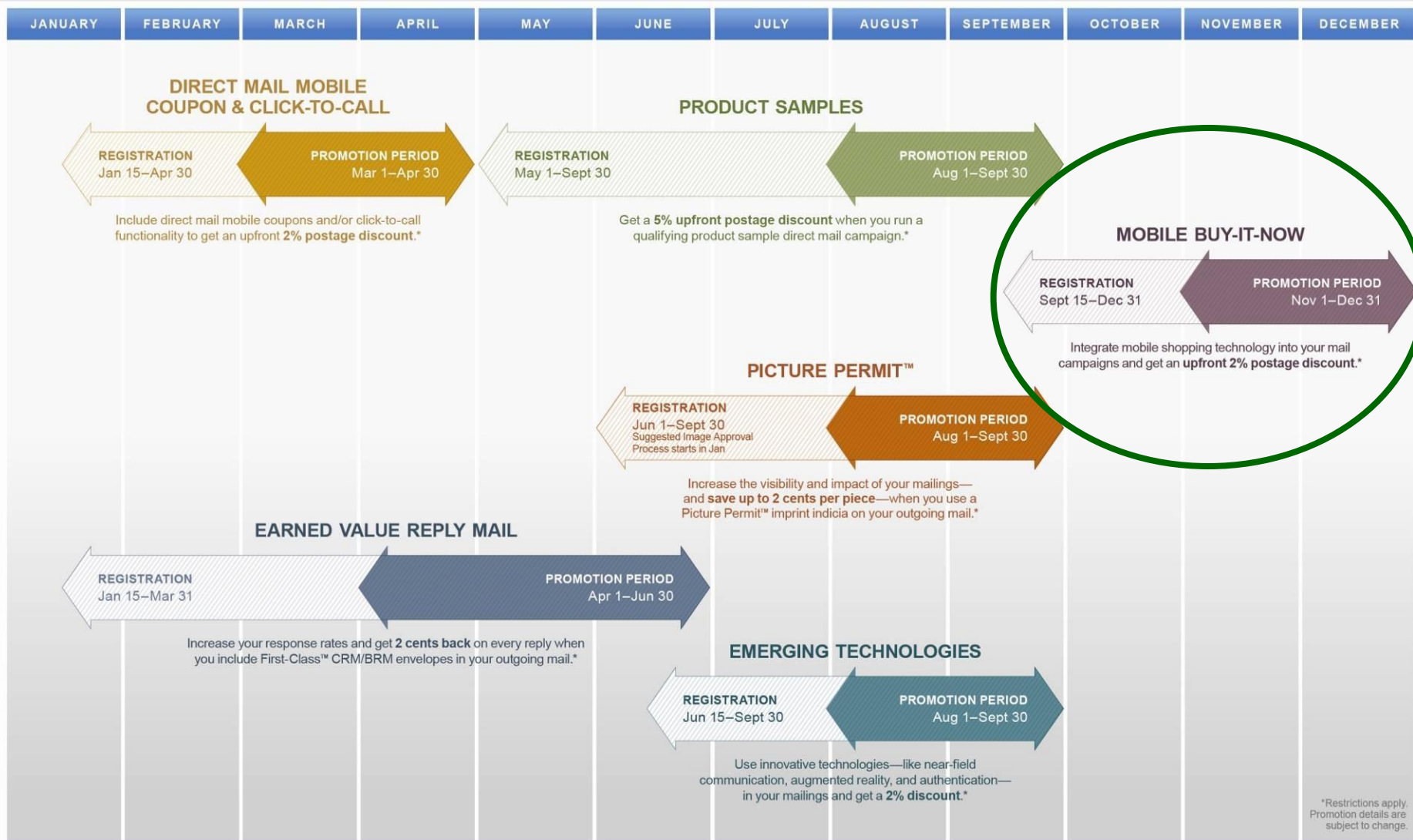


## Picture Permit Promotion

- 10 - mailers enrolled
- 343,461 = volume mailed
- \$4,830 = Picture Permit fees waived







## Initial Results (as of 11/12)

**Enrollment:** 450 mailers

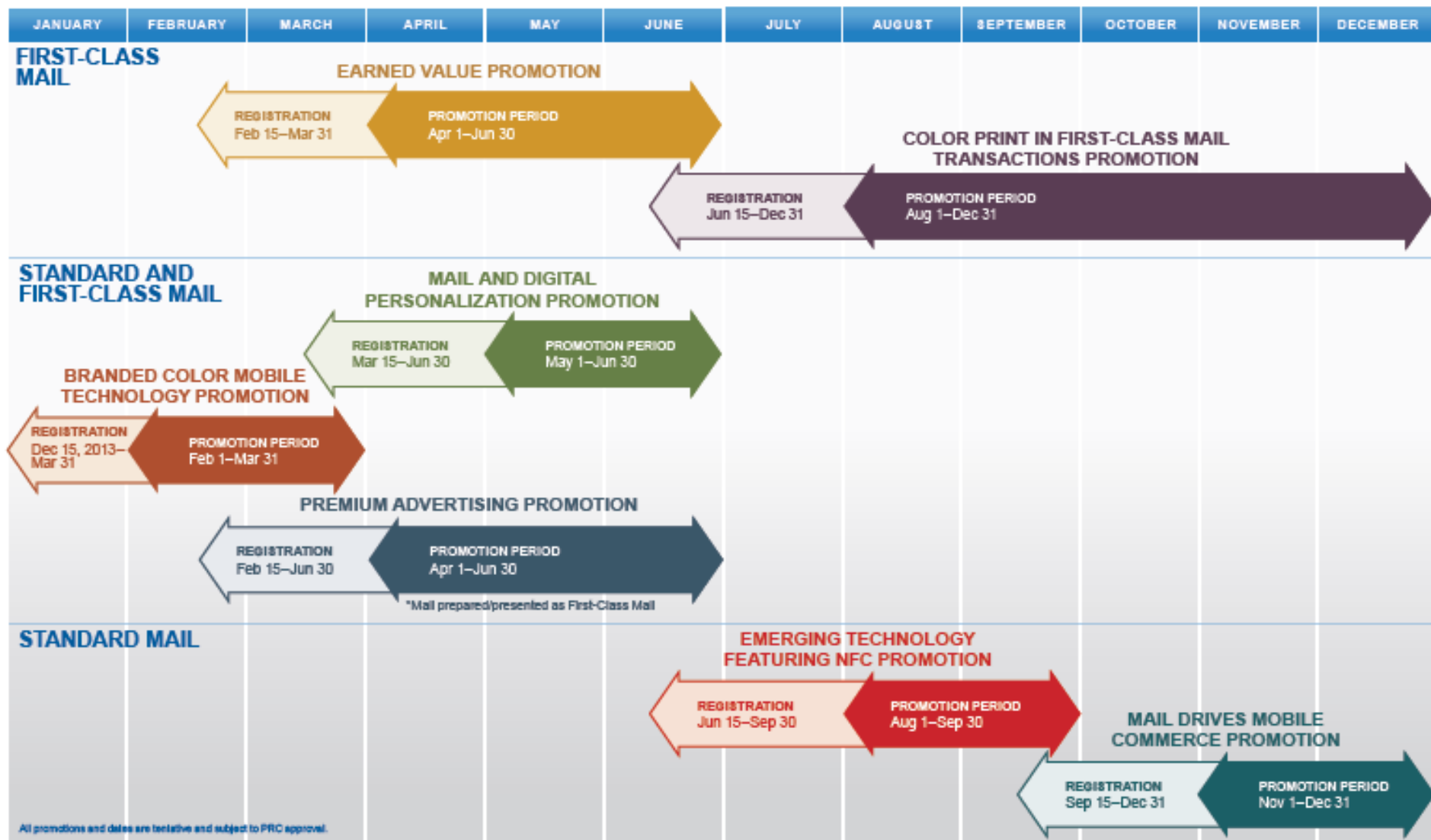
**Participating:** 188 mailers

**Volume:** 522 million mailpieces

**Discount:** \$2.4 million



# 2014 Promotions



## General Updates

- **PRC response expected by end of November**
- **Additional requirements posted on RIBBS by end of November/early December**
- **External webinar planned for early December**
- **Quick Start guide for enrollment available in early December**

## Branded Color Mobile Technology

- Registration opens December 15
  - Promotion Period: February – March, 2014
  - Eligible Mail:
    - Standard and Nonprofit Mail letters and flats
    - First-Class Mail presort and automation letters, cards and flats
  - Discount: 2 percent per eligible mailpiece.
  - Qualifying mailings must include either:
    1. A creative mobile barcode that incorporates **one** of the following:
      - a) two or more colors set against a background *(other than black or white)*
      - b) a trademark or graphic and at least one color *(other than black or white)*
    2. color digital image recognition technology
- NEW**
- Full Requirements posted on RIBBS
  - External Webinar planned for January 2014



Scan here with your mobile device for more information.

## Earned Value Reply Mail Promotion

Encourage USPS customers to continue to provide Business Reply Mail® (BRM) and Courtesy Reply Mail™ (CRM) as options for consumers to communicate with them.



- Registration Period: February 15 – March 31
- Program Period: April 1 – June 30
- Credit
  - 2 cents credit per eligible, returned CRM or BRM mailpiece.
  - Participants in the 2013 Earned Value Promotion whose CRM and BRM counts increase in 2014 will receive 3 cents per eligible mailpiece
- Credit Receipt/Redemption
  - Credit will be applied to the mailer's Permit Imprint account

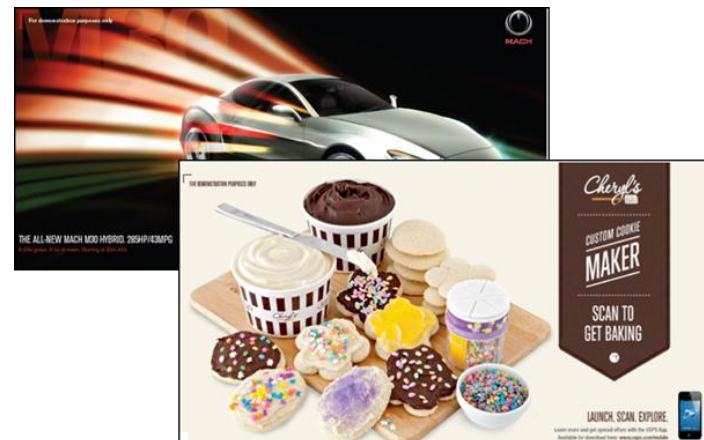


# Premium Advertising Product Promotion

The promotion offers an upfront discount on First-Class Mail postage on letters composed entirely of marketing or advertising content.

- Registration Period: Feb. 15 – June 30
- Promotion Period: April 1 – June 30
- Eligible Mail: First-Class Mail® presort and automation letters (IMb full-service mailings)
- Discount: 15% off presort FCM
- Eligible Participants: Customers who mailed \$6 million or more in Standard Mail letter postage in FY 2013
- **New** Eligible Customers contacted by USPS by Dec 20, 2013
- Postage Payment: Permit Imprint only

**Pending PRC approval**





## Mail & Digital Personalization Promotion

- Both the mailpiece and PURL/website must be customized and/or personalized to qualify for this promotion.
- **Registration: March 15 – June 30**
- **Promotion Period: May 1 – June 30**
- Eligible Mail:
  - Standard Mail letters and flats
  - Nonprofit Standard Mail letters and flats
  - First-Class Mail presort and automation letters, cards and flats
- Discount: 2% per eligible mailpiece.
- **NEW** Program requirements to be posted on RIBBS/usps.com in early December



## Mail & Digital Personalization Promotion

### Mailpiece Requirements

- Must be relevant and highly personalized to the recipient, and
- Contents based on, information about the recipient such as:
  - Name
  - Age
  - Birthday
  - Buying behavior
  - Preferences
  - Online behavior
- Must contain PURL/print mobile technology directing recipient to website

### Webpage Requirements

- Urls, or print-mobile technology must lead to a personalized landing page
- Destination webpage must provide highly personalized content
- Must have a unique url that enables the mailer the ability to track and monitor individual mail recipient response and web activity



## Color Print in First-Class Mail Transactions Promotion

Encourage FCM mailers to use color messaging on bills and statements

- Registration Period: July 15 – December 31
- Program Period: August 1 – December 31
- Eligible Mail: First-Class Mail® presort and automation letters (IMb full-service mailings)
- Upfront 2% postage discount
- Mailpiece must have dynamic color printing on the bill or statement
- Color messaging must be marketing or consumer information
  - Color inserts and pre-printed color paper stock, do not qualify
  - Color in transactional fields will not qualify



## Color Print in First-Class Mail Transactions Promotion

1. Pre printed color paper stock does not qualify

2. Color content is marketing or consumer information

3. Color messaging is dynamically printed


**NewWorld Company**  
 PIONEER VALLEY REGION  
 Service Address  
 131 LOOP ROAD BLDG 91042  
 HURLBURT FL 32544  

Total of last account	Processed since last account	Balance brought forward	New charges
	+	=	

3035(MV-7)  
 16TH STREET MEDICAL GROUP : FIELD BT1  
 131 LOOP ROAD BLDG 91042  
 HURLBURT FL 32544

### STATEMENT

☎ 999 9999 – ACCOUNT ENQUIRIES 8:30AM TO 4:30PM  
 ☎ 999 8888 – SERVICE ENQUIRIES 8:00AM TO 5:00PM

Next statement date  
-JAN-05

Account number  
544SI

Total amount due  
**\$43.95**

PART NUMBER	DESCRIPTION/DETAIL	REFERENCE
IS0012663	19-MAY-04 Invoice 18-MAY-04 ICABR2926	HURLBURT



**Don't get fixed on a high-rate:**  
 ARM rates are now as low as 2.50%\* (2.977% APR)

[Click here for more information.](#)

Current	1-30 Days	31-60 Days	61-90 Days	Over 90 Days
\$0.00	\$0.00	\$0.00	\$0.00	\$43.95

NOTE: This is not a bill, just a recap of your account. If you wish to make a payment, please use the payment slip below.

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**PAYMENT SLIP**  
**Automatic Account Payment:**  
 to apply contact 999 9999 or any New World Store.

**Paying by Mail:** Detach this payment slip.  
 Make checks out to: **NewWorld Medical Association.**  
 Please do not pin or staple check to payment slip.  
 Mail both to: **GPO BOX 100, Globecity 1000.**

**In Person:** Present this account intact at your local NewWorld Store

DATE: \_\_\_\_\_

Acct. No. **544SI**

\$



544SI


Pending PRC approval

## Messaging at end of statement

Includes same header or footer as other pages

Messaging within contents of the bill/dynamically printed

Must appear as part of the statement


**Pacific Gas and Electric Company**
**WE DELIVER ENERGY.™**
**Energy Statement**

JOHN SMITH  
 123 YOUR STREET  
 CITY STATE AREA CODE

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**ELECTRIC ACCOUNT DETAIL**


Service ID #: 0123456789  
 Billing Days: 30 days

Charges  
 Rate Schedule: NEMS XB  
 02/14/2011 - 03/16/2011  
 Net Charges \$12.28

Taxes and Other  
 Utility Users' Tax (5.000%) \$0.60

**TOTAL CHARGES** **\$12.88**
11

Usage Comparison	Days Billed	Kwh Billed	Kwh per Day
This Year	30	0	0.0
Last Year	30	0	0.0



16 ways to reduce your energy costs this winter

garden \* therapy

Page 4 of 4

## MTAC User Group #8

- **Initial meeting December 3rd**
  - **Co-Lead Industry, Rose Flanagan, Data Mail/MTAC Product Development Industry Lead**
  - **Co-Lead Industry, Sush Parikh, AT&T**
  - **Co-Lead USPS, Krista Becker**
  - **USPS MEPT Representative (TBD)**
- **Group meets monthly (or bi-monthly if needed)**
- **Discuss mailing promotion ideas and implementation issues surrounding current promotions**

# Open Discussion